

# WANJIA (REBECCA) RUAN

| Los Angeles, United States | (213) -666-6288 | wanjiaruan0303@gmail.com | [www.linkedin.com/in/wanjiaruan](http://www.linkedin.com/in/wanjiaruan) |

Availability: May 18, 2026 - August 11, 2026

## EDUCATION

**University of Southern California**

August 2025-Present

**M.S. in Communication Data Science**

- Core Modules: Machine Learning, Human-AI Interaction, AI Product Development, Data Management & Visualization

**University of Washington**

September 2020-June 2023

**B.A. in Communication, Minor in Data Science and Informatics**

- GPA: 3.99/4.0 | Dean's List (2020–2023)

## SKILLS

- **Product & AI:** AI product evaluation (robustness, trustworthiness, fairness), user research, stakeholder management, cross-functional collaboration, product roadmap planning
- **Technical:** Python, SQL, R, Tableau, Power BI, Figma, Git/GitHub, Machine Learning fundamentals
- **Languages:** English (Proficient), Mandarin (Native), Korean (Intermediate)

## PRODUCT EXPERIENCE

**SubSense – AI-Powered Subscription Management App**

Los Angeles, CA

*Project Lead, USC Course Project*

January 2026-Present

- Leading product development for an AI-powered subscription management app designed to shift users from reactive cancellation to proactive, personalized subscription health management
- Conducted user research and competitive analysis; currently defining product requirements and evaluating technical feasibility
- Coordinating a cross-functional team of 4 on product vision alignment and project planning

**USC AI Trust Lab**

Los Angeles, CA

*Student Researcher, Annenberg School for Communication and Journalism*

September 2025-Present

- Partnering with Silicon Valley AI startup to develop trustworthiness scoring framework for LLM-based products; defining measurable trust dimensions including fairness, accountability, and robustness
- Translating conceptual AI trust frameworks into evaluation methodologies applicable to real-world AI product deployment
- Conducting cross-disciplinary research on AI governance and transparency to support industry-facing evaluation standards

**USC Medical LLM Robustness Research**

Los Angeles, CA

*Student Researcher, USC Thomas Lord Department of Computer Science*

October 2025-Present

- Conducted literature review and extracted key patient behavior dimensions to build robustness evaluation framework for medical LLMs
- Created and annotated benchmark datasets to evaluate model consistency under ambiguous patient inputs; provided analytical insights throughout the annotation process
- Co-authored paper on current robustness challenges in medical AI applications (submitted to ICLR Workshop, under review)

## PROFESSIONAL EXPERIENCE

**pH7 Communication Co., Ltd**

Shanghai, China

*Associate Account Executive (AAE)*

August 2023-October 2024

- Led 15+ PR and integrated marketing campaigns for Crocs and other global consumer brands, owning strategy from concept through execution and post-campaign reporting
- Managed cross-functional coordination across creative, media, analytics teams, KOL partners (500+), and third-party vendors to deliver campaigns on time and within budget
- Led Crocs × McDonald's collaboration campaign, coordinating audience segmentation, KOL seeding strategy, and influencer activation; campaign achieved 1B+ impressions and 2.8M+ engagements
- Built multi-channel performance dashboards tracking KPIs (impressions, engagement, conversion) to drive data-informed optimization across campaigns

**NetEase**

Beijing, China

*Intern, Industry Marketing*

May 2021 – Aug 2021

- Managed content strategy across WeChat and Weibo, tracking engagement metrics to optimize content performance